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# USSR REPORT

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## CONSUMER GOODS AND DOMESTIC TRADE

### UKRAINIAN FIRST DEPUTY MINISTER OF TRADE ON KOLKHOZ MARKETS

Kiev SIL'S'KI VISTI in Ukrainian 7 Sep 79 p 2

[Article by O. Mykhaylychenko, First Deputy Minister of Trade of Ukrainian SSR on: "Kolkhoz Market"]

[Text] Every day active trade flourishes in kolkhoz markets. In 53 of the republic's largest cities last year 1136 thousand tons of agricultural products were sold. Kolkhoz trade today provides close to 10 percent of all food commodities sold to the population, and in some products this indicator is even higher. Last year, the population obtained in the market 22 percent of the potatoes, 10 percent of the vegetables and 26 percent of the fruit.

In three years of the 10th Five-Year Plan 31 million karbovantsi were spent on the building, planning and organization of markets: Nine covered markets were constructed with 2850 commercial spaces, 94 pavilions, 4 kolkhoz buildings, 14 meat-milk and food control stations, 26 thousand linear meters of covered and open tables. Five hundred and eighty thousand square meters were paved and asphalted. More than 3 million karbovantsi were spent on acquiring commercial-technical equipment, auto-transport, stock inventory and sanitary clothing.

Modern covered markets were erected in oblast centers of Ternopol' and Rovno, in the cities of Mirgorod (Poltavskaya oblast) Bela Tserkva- (Kievskaya oblast) Novomoskovsk (Dniepropetrovskaya) and Komunarskoye in the Voroshilogradskaya oblast.

The material-technical base of kolkhoz trade in Donetskaya, Dniepropetrovskaya, Kharkivskaya oblasts is developing well: new market places are built here within specified dates, current ones are organized and refurbished. Funds from local Soviets and industrial enterprises are included for building, planning and organization of markets in the Dniepropetrovskaya oblast.

However, the work organization level of kolkhoz markets does not completely meet current needs. For every 10 thousand inhabitants in the republic, there are only 10-15 commercial spaces in market places compared to a standard of 20 to 30. Of 12 million square meters of market space, less than half has

been asphalted and paved. This is explained, first of all, by the fact that State planning does not provide sufficient appropriations for the development of kolkhoz trade. In 1976, 6830 thousand karbovantsi were allotted for this purpose; in 1977 5930 thousand; in 1978 5424 thousand; and this year 4680 thousand karbovantsi. Work is also delayed by executive committees of local soviets who do not furnish us with all the building materials.

New facilities are not completed because of the fact that some oblast or town soviets of people's deputies executive committees do not bother to allot contract organizations for building kolkhoz trading places. Because of this, last year in Lvov the construction of a covered market was not begun. Every year the deadline for the opening of the covered market in Kiev on Verkhniy Val Street is postponed.

There are also some instances where funds allotted for kolkhoz markets are used for other purposes.

There are 245 offices of trade services operating in kolkhoz markets of towns and regional centers in the Ukrainian SSR through which in 1978 20.7 thousand tons of various agricultural products were sold, including 10.2 thousand tons of meat. One hundred and six thousand people and more than 6 thousand kolkhozes utilized the services of these offices. This method of servicing promotes trade culture.

However, it should be mentioned that the markets are not yet fully provided with commercial-technological equipment. Thus, for every 100 markets there are, on the average, 13 refrigerators, 63 leading carts, 11 vehicles. There is a great need for sanitary clothing. Insufficient fabric is allotted for sewing this clothing.

To improve the functioning of kolkhoz markets, in our opinion, local organs must first of all provide for an increase in agricultural products for marketing and an improved level of trade organization. Vehicle transport must be insured to supply various products from outlying districts, responsibility must be increased for the fulfillment of agreements between kolkhoz markets and farms; the net of commission-trade enterprises of the food cooperative for the sale of meat, vegetables, fruit should be extended in the markets. To increase the receipt of produce accepted from the population, an office of trade services should be organized in all oblast and industrial centers.

The Trade Ministry of the Ukrainian SSR is responsible today for the development in kolkhoz markets of a seasonal net of enterprises of state trade in the sale of vegetables, potatoes, fruit and other food products. First priority is given to the transport of meat and meat products to kolkhoz markets. In 1979, meat shipment is expected to be 115 thousand tons, much more than in 1978. To stimulate this trade we are organizing the supplementary sale of mixed feed.



Market councils, numbering about 250, are also actively involved. They assist the administration in enforcing trade rules, required sanitary conditions, and in the stabilization of market prices. This work is well managed in the Voroshilevgradskaya, Lvovskaya, Kharkivskaya, Khmel'nitskaya and Cherkasskaya oblasts. Following the example provided by the Dniepropetrovsk and Krym people, we are introducing preholiday fairs and markets. Efforts are made towards wider use of supplementary trade in industrial and household products.

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## CONSUMER GOODS AND DOMESTIC TRADE

### RSFSR TRADE MINISTER CALLS FOR IMPROVED SERVICES

Moscow OKTYABR' in Russian No 6 Jun 79 pp 180-188

[Article by V. P. Shimaniskiy, RSFSR Minister of Trade: "The Culture of Trade and Its Components"]

[Text] Every day more than 100 million encounters on the level of "buyer-seller" take place in the stores of our country and more than 10 billion purchases are made every year. In 1979 their overall value will exceed 250 billion rubles.

These figures are impressive ones and they speak not only about the dimensions, but also about the responsibility of Soviet trade for providing for the continuously growing needs of our population, for the realization of its labor income, and for economizing its personal time when it makes use of the services of trade enterprises. Their work has a profound influence upon the daily lives of people, upon the way they feel, and even upon their ability to work. "You and your work," Comrade L. I. Brezhnev said at the 25th CPSU Congress to the workers of the service sphere, "determines to a large extent the wellbeing and the mood of Soviet people....Work better and with more initiative and emulate advanced workers. The party calls upon you to do this and expects this from you."

Guided by the program motto "Everything for Man, Everything in the Name of Man," the Communist Party and the Soviet State have always devoted and are continuing to devote paramount attention to the development and improvement of Soviet trade and to the quality of trade services to the population. At the 25th Party Congress and the Plenums of the CC CPSU and in recent party and government decisions the problems of increasing the production of consumer goods and improving the standards of trade services have invariably been considered in the same category as the key tasks of developing the Soviet economy.

The culture of trade consists of many components which are directed toward a single end result: to give happiness to the consumer. To give him happiness in all ways: through the interior arrangement of

the store, a wide assortment of high quality and fashionable goods in handsome and convenient packaging, the punctual filling of orders, progressive sales methods, expressive window displays, intelligent and persuasive advertising, and sensible advice from polite and attentive sales people. In a word, to conduct trade in a cultured manner means to create maximum conveniences for people and to make of every purchase a holiday, even if it is a small one.

I want to especially emphasize that a high standard of services is not some kind of additional demand upon trade workers, but the chief element which should permeate their work and which, unfortunately, is sometimes still lacking in our trade enterprises.

But how convenient a store is and whether a consumer will find in it what he has come for — this, of course, does not entirely depend solely upon us: the development of trade is also contributed to by construction workers, architects, machine builders, artists, and representatives of practically the entire Soviet economy. Trade serves people, and they, themselves, have to help it to do this in the best way possible.

In recent times a great deal has been done to increase the capacities of trade enterprises. During three years of the Tenth Five-Year Plan alone more than 10,000 stores with a sales area of around 2 million square meters and also 12,000 public catering enterprises were put into operation in the Russian Federation. Whereas in 1955 there were only 71 square meters of sales space per 1,000 inhabitants of our cities and workers' settlements, in 1978 there was more than twice as much. This is gratifying, for the development of the trade network in accordance with scientifically substantiated norms and variants of the number and size of stores worked out on their basis will make it possible to create an acceptable work load for every trade enterprise, to reduce the service radius, and to minimize time expenditures for purchases. True, there is still a gap between the norms and what we sometimes observe in life. But what is most saddening is that despite the shortage of stores, funds for their construction are not fully used everywhere. Solely because of the incomplete use of the five-percent allotments from housing construction which are assigned for the development of the trade network, during three years of the Tenth Five-Year Plan 230 million rubles were not used in the cities of the Russian Federation, which is equivalent to losing 425,000 square meters of sales space. Frequently construction organizations let us down. Regarding work on trade objects as a matter of little importance, their leaders very often violate agreed upon schedules, and local government agencies do not always show the necessary exactingness toward them.

And so it has happened that entire micro-rayons and blocks which have been built up with new houses have frequently been altogether without stores or

with far from the required number of them. And the new residents have had to travel almost to the other side of the world for their shopping.

In addition, quite a few mistakes have been made in planning the location of trade enterprises. Sometimes the wrong stores have been opened, and sometimes they have been opened in the wrong place, without sufficient grounds and without a consideration of interbranch cooperation, demographic, economic, and other urbanizing factors.

In accordance with the decree "On Measures to Further Develop Trade" which was recently adopted by the CC CPSU and USSR Council of Ministers, the construction of residential houses in new neighborhoods and areas has to henceforth be conducted in a complex with the construction of trade and public catering enterprises. And beginning with this year the functions of a single client have been given to the ispolkoms of the kray, oblast, and city Soviets of People's Deputies. There is no doubt that this measure will promote a better use of the appropriations which are allocated for the development of trade.

The CC CPSU and the USSR Council of Ministers have bound the local Soviets and trade management agencies to ensure the development of long-term plans for the development and siting of the network of retail trade and public catering enterprises in the capitals of the union and autonomous republics, in kray, oblast, and large industrial centers, and in resort cities. Such long-term plans have already been approved for Moscow, Gor'kiy, Krasnodar, and a number of other cities. By 1980 this work will be performed everywhere.

The interests of our economy and our population are best met by large trade enterprises -- all-purpose food stores, department stores in the industrial goods network, and also large specialized stores for the sale of complex technical products (cars, refrigerators, television sets, and so forth), clothing, footwear, furniture, and children's goods. They ensure the satisfaction of overall demand and provide the possibility of buying everything that is needed in a single place, of shortening the time needed for going from one trade point to another, for waiting in lines, for making payments, and so forth. It is possible in such places to constantly have a wide assortment of goods on sale, to conduct sale-displays and consumer conferences, to study demand in a qualified manner and to work up orders for industry. For this reason, a decisive policy has now been adopted of enlarging the trade network. Whereas in 1965 the average space in the new stores which had been built in cities was 146 square meters, in 1978 it comes to 230 square meters.

Meanwhile, at the present time small enterprises with a sales area of up to 100 square meters represent 23 percent of the total network of stores. A questionnaire has shown that more than 92 percent of the

people of Moscow go to more than one food store a day, including 64 per cent who visit from three to five stores. It is easy to imagine how much time and strength is "eaten up" simply by going from one store to another.

Of course, the process of enlarging the trade network has definite limits, since it is connected with the concentration of goods in a limited number of enterprises and this inevitably increases the time needed for getting to the store and back again. For this reason, along with large enterprises it is also necessary to have stores which sell goods in daily mass demand and of a relatively simple assortment which are as close as possible to residential tracts. In planning, these circumstances have to be constantly kept in mind.

In recent years quite a few excellent trade buildings which meet the highest demands have been designed and built. Several years ago a trade center was opened in Chelyabinsk and a department store in Tomsk; recently trade centers in Kazan', Irkutsk, Omsk, and other cities welcomed their first customers. Wide recognition has been received by the all-purpose food stores which have been designed by the State All-Union Institute for the Planning of Trade and Public Catering Enterprises, and also by plans for a number of specialized stores which are marked by efficient architectural, technological, mechanization, and engineering solutions.

However, there are still quite a few unsolved problems in the planning and construction of trade enterprises. Many plans do not "look" to tomorrow: Optimal conditions for employing the new forms and methods of the trade of the future are not provided for in them. But the stores which we are building today are not supposed to serve for only a year or two.

Large stores have begun to be placed more and more often in multi-storied buildings. Naturally, it becomes necessary to have large-capacity elevators and escalators which will eliminate lines even during "peak" hours. In addition, when he comes to a trade center or a department store, the customer should have the opportunity of having a snack or a meal. This means that cafes and restaurants are needed. A large trading enterprise has to also have special parking lots -- there are now more and more cars in personal use. This is especially important for large cities with heavy traffic. Yet, our planners by no means always take such circumstances into account.

As experience shows, the correct artistic decoration of interiors helps to attract buyers, has a favorable influence on their mood, and influences the labor productivity of service personnel, and it is gratifying that the number of stores which meet the very highest esthetic demands is



continually increasing, and moreover, not only in Moscow and Leningrad. Many stores in Vladivostok, Krasnoyarsk, Penza, Lipetsk, Noril'sk, and Belgorod have been tastefully equipped. However, both in old stores and in those which have only just opened it is frequently possible to see monotonously painted walls and equipment which tire the eye. And even good products lose their attractiveness in such a store.

Or take, for example, a question like lighting and the creation of comfort which depends to a considerable extent upon air temperature and humidity. It has long been noted that a customer feels more at ease in a well-lit store -- he does not have to strain his eyes in examining a commodity. In addition, skillful lighting attracts attention to one or another commodity and creates normal conditions for examining and selecting a purchase. And if ventilation has not been well organized in a store which is visited by thousands of people? Of course, customers feel a desire to get away as quickly as possible, often even without making a purchase, and the sales personnel rapidly become tired, their ability to work is lowered, and they become irritable. It would seem that these are well-known truths, but nevertheless they are quite frequently underestimated by planners.

The layout of sales rooms is of considerable importance. Equipment has to be installed in such a way that the expensive sales space is used to a maximum and buyers can have unhindered access to any commodity. With self-service, this demand is most fully met by the line method of setting out equipment and organizing a single payment center either for an entire floor or for the store as a whole. In the Kostroma "Druzhba" store, for example, by skillfully using this form of organizing services, it was possible to increase the stock of goods in the sales room by 25 percent and to help customers to cut the time needed for purchases and payments by almost one-half. Incidentally, with the appropriate salesroom layout many food stores would be able through consolidating equipment to increase resale of household and cultural goods. How important this is can be judged if by nothing else from the fact that an increase in the coefficient of the use of sales space of only 5 percent (which is entirely realistic) on the basis of an increase of the commodity capacity of salesrooms would make it possible to obtain thousands of additional stores -- without new construction and without additional capital investments.

Recently much more attention has been devoted to outfitting trade with various kinds of equipment. The increase in trade equipment comes to 6 to 7 percent annually. Whereas in 1966 there were 46 units of equipment per 100 workers in the republic's trade enterprises, in 1978 there is almost twice as much. The nomenclature of the equipment is constantly expanding, and the production of specialized machinery, instruments, and apparatuses is increasing.

Nevertheless, trade is lagging behind the other branches of the economy with regard to equipment level. A substantial number of our trade workers are employed in loading and unloading operations, in the preparation of goods for sale (many of them have to be cut, weighed, packed, and so forth), in washing dishes, in clean-up work -- in other words in unproductive manual labor. Of the total work expended, for example, to move freight in food stores, only 17 percent is performed with the help of mechanisms. This, of course, does not meet the demands of the time.

Apart from the insufficient amount of trade equipment being received, the fact that many types of it are obsolete has also become a serious hindrance. The overall mechanization of technological processes is not being accomplished satisfactorily. There is no doubt that both those who designed imperfect equipment and those who produce it have a great debt to trade workers.

Trade workers also deserve a more attentive attitude. A large number of people, primarily women, are working in modern stores. They spend the entire work day standing at a counter. But with rare exceptions they are unable to eat normally -- there are no dining rooms. Moreover, the present planning norms do not provide for other necessary quarters either -- buffets, red corners, hygiene rooms, and so forth.

The lack of good conditions for work and rest by no means helps to improve the quality of services and the efficiency of store operations.

Of course, it would be unjust to assign the entire blame for the shortcomings in planning solely to planning organizations. Much can also be assigned to the trade workers who approve the planning assignments; how much unnecessary and sometimes simply harmful "amateurishness" is sometimes shown in the process of the construction and operation of trade buildings!

High standards of trade presuppose well-organized advertising and our best magazines make skillful and wide use of the full diversity of advertising methods, although among individual directors of trade organizations and enterprises there is still an attitude toward advertising and information as towards something secondary. The display windows of many stores are either not designed at all or are designed carelessly. Goods are frequently supplied to salesrooms without the necessary preparation (unpressed, in torn packaging, dusty). Great harm is caused by the passivity of sales people and consultants and by their inability to talk with a customer competently and to present goods to him in a qualified manner.

A further rise in the standards of trade undoubtedly demands a more comprehensive consideration of all of the circumstances which influence

the moods of buyers. There can be no trifles in the solution of this problem.

Life has brought forward new forms of trade to replace the small store with the traditional counter: self-service, the open display of goods, sale by models, and much else.

Whereas in the past in order to purchase goods of the necessary assortment the buyer used the services of several sales people from various departments, in self-service stores he has been given free access to all goods and the possibility of personally selecting and paying for his purchases in a single place. Now in many respects he does not depend upon sales people and has the right to select a commodity for as long a time as he needs to, without holding up other people. In such stores half as much time as in the past is spent on a purchase. Self-service stores have an enormous advantage: They sell goods which have been prepared for sale in advance -- packaged and packed goods. Each percentage point of increase in the proportion of such packaged goods represents 1.5 to 2 billion hours economized by buyers annually. In addition, as a result of transferring 1,000 enterprises with an average turnover to self-service there is an increase in that capacity which is equal to opening 150 new stores of this kind. It should be added that at the beginning of this year more than 50 percent of the commodities were sold in the country by the self-service method.

The growth of the network of self-service food stores will be increasingly determined by an increase in the proportion of stores of the universal type. There are now 145 of them in the RSFSR and by the end of the present five-year plan they will appear in most of the oblast and kray centers, in the capitals of the autonomous republics, and in large industrial centers.

In large industrial goods stores, and above all in department stores, self-service is being improved in so-called consumer complexes. An assortment is formed by its consumption characteristic -- "women's goods," "men's goods," "everything for the house"....commodity turnover increases with the same sales space. By the end of the Tenth Five-Year Plan this form of trade will be organized in most of the department stores.

Palpable advantages are also yielded by the wide use of packaging equipment. This is a further progressive step in the development of self-service which makes the work of trade and transportation workers easier and makes it possible to mechanize loading and unloading work and to include sales in a single technological chain with production, since goods are put in the packaging equipment directly in the shop or on the field and then delivered to the sales room.



Every year more and more goods are being sold by models, especially cumbersome and technically complex goods -- furniture, refrigerators, washing machines, and television sets. The buyer chooses what he needs from the model displayed in the store and pays for his purchase. The store ensures home delivery from a special warehouse in strict keeping with the model. This kind of method provides considerable advantages both for the population and for trade: There is no need for large stores with an expensive sales area and the conditions are created for the wide use of mechanization at warehouses and for the efficient use of motor vehicle transport. In the future sale by models with home delivery will become the basic method of selling large and technically complex products.

But despite their indisputable advantages, progressive forms of trade still quite frequently give rise to sharp criticism from the population. And, of course, it is not a matter here of the sales methods as such, but of the omissions which so often take place.

In many stores when there is a shift to self-service the assortment of commodity groups is narrowed by the workers who remove things from sale under the pretext of struggling against additional losses. It would seem that no one has the right to hinder a buyer from going up to any commodity which interests him. However, the habit of protecting goods is very strong. The counters have been taken away, but in place of them there immediately appears rope barriers, barricades made of boxes, and other "improvised" means. Frequently the buyer is subjected to a dual control at the payment points where it is demanded from him that he open up his own bag. Such actions are a gross distortion of the principles of Soviet trade and infringe upon the dignity of the buyer.

At present one of the bottlenecks in many self-service stores is the cashier's: The payment points cannot cope with the flow of customers. An increase in their capacity will be made possible by the wide use of totalling registers which show on a single receipt the cost of each individual purchase, the total amount to be paid, the amount of money received from the customer, and the amount of change due him. Until recently such registers were not produced in our country. Their production has now been organized and in the near future the need for them will be fully met.

An essential factor in raising the standards of services is the specialization of the trade network and the concentration of the sale of specific goods in large, specialized stores. Such enterprises have, as a rule, a wide assortment of goods and the necessary equipment, including for checking out the quality of products and for demonstrating them in action, and provides customers with various additional services. At the present

time around 75 percent of the non-food goods are sold through the network of specialized enterprises in the cities of the Russian Federation.

Along with the development of specialized stores, a further expansion is taking place of the network of firm stores which are organized by industrial ministries. Most of these enterprises conclude direct contracts with suppliers, carry out the personal selection of goods, and have preferential supplies, especially of new products among which many have the Token of Quality.

Extensive advertising of new products has been organized in the firm stores and there is a high level of trade services for the population here. One of the best firm stores is the Moscow "Orbita" store.

Among the measures which save time for the population, special mention should be made of the system of advanced orders with home delivery or delivery to one's place of work. More and more frequently now orders are taken not only by special departments in stores, but also by telephone, as well as directly at industrial enterprises, in institutions, and at construction sites. During the Ninth Five-Year Plan the sale of food by advanced order increased by more than 50 percent. This method seems to us to be very promising and, therefore, we are devoting the most serious attention to improving it.

Today the acceptance and writing up of orders is performed manually. Distribution costs even in large order departments are 15 to 17 percent higher than in the store as a whole. The great majority of order tables are unprofitable and the losses from them are covered by other departments which, of course, is holding back the development of trade by order.

However, in the opinion of specialists, in the early 1980s there will be a sharp increase in sales by order. Small and unprofitable order departments will be replaced by specialized store-depots possessing the necessary warehouse capacities. All of the operations connected with receiving and storing goods, packaging them, putting them together in sets, and expediting orders and settlements with consumers will be fully mechanized and automated. Orders will be taken around the clock and chiefly by telephone. Depending upon the desires of clients, orders will be delivered to homes, to places of work, or to issuance points at enterprises, institutions, in residential blocks, at railroad stations, and so forth. The first such store-depot has been put into operation in Leningrad. The collectives of more than 300 enterprises are making use of its services.

Time is saved for customers and their approval is won by various additional services which are provided by stores, particularly the sale of goods on

credit, the fitting of ready-made clothing, cutting fabrics, home deliveries, information services, mother and child rooms, storage rooms, and many others. Trade enterprises are continuously expanding the range of services. For example, the capital's "Moskva" Department Store provides customers with 44 types of additional services, the Kursk Department Store -- 43, the Voronezh and Krasnoyarsk Central Department Stores -- 42. But, on the whole, the development of trade services still leaves something to be desired. For this reason, the problem of expanding and improving additional services occupies one of the leading places among the tasks which are being accomplished by trade during the Tenth Five-Year Plan.

Advanced trade organizations are persistently seeking ways to improve services for the population. One of the most important directions in this search is the overall rationalization of trade which covers such directions of work as the development of the material and technical base, an increase in the effectiveness of capital investments, and an improvement of the standard of services on the basis of the wide use of progressive sales methods. Especially successful work on overall rationalization is being conducted in Penzenskaya, Lipetskaya, and Voronezhskaya oblasts.

I would like to say a few words about scientific research institutes and engineering and planning organizations. Science is still weak in lighting up the way for the practice of trade. This concerns many problems, the future directions of technological progress, an increase in the efficiency of progressive forms of services, an improvement of labor organization, and so forth. Meanwhile, trade is expecting effective help from science.

And one more topical and, I would say, fundamental question. In our country more than 9 million people are employed in trade and public catering -- this is one of the most numerous detachments of Soviet workers. The vast majority of them are honest people who conscientiously perform their duties. But how is their labor treated in literature, in the movies, and in theater productions? Have there been many works created which show the social importance of their work and the contribution of the country's trade shop to the realization of the tasks of the Tenth Five-Year Plan? Let us say it frankly -- few. On the other hand, writers and movie and stage artists are not stingy in showing negative types. Of course, that which is ugly and has outlived its time must not be treated with silence, but must be criticized. But when shortcomings are generalized to such an extent that work connected with providing services for the population is regarded as of small importance or as a place for failures or deliberately dishonest people, this cannot in any way be agreed with. This kind of appraisal of an important branch of the economy is only harmful.

The time is passed when it was enough for a future sales person or cashier to undergo a course of training right at the job. Under present conditions the market is being saturated with increasingly complex and diverse products, trade itself is increasingly becoming a branch of mechanized labor, and only people with great professional skill who possess the necessary knowledge, a wide horizon, and high moral qualities are capable of selling goods competently.

Now, when the party is devoting such great attention to the development of the sphere of services, it is necessary to do more to propagandize a respectful attitude toward the trade occupations which are just as significant and important as the occupations of mechanics, metallurgists, and farmers. The life of the best collectives of trade enterprises and of individual workers has to be reflected in the press, in the movies, and in imaginative literature more vividly and truthfully.

In recent years, thanks to the every day concern of the Communist Party and Soviet State, the market is being increasingly better and more fully supplied with goods needed by the population and their consumption is increasing. Comrade L. I. Brezhnev cited interesting data at the July (1978) Plenum of the CC CPSU: "...From 1965 through 1975 the sale of meat products to the population through state and cooperative trade almost doubled and came to an average of 10 million tons a year. The sale of milk also almost doubled -- from 15.4 to 30 million tons; of butter -- from 702,000 tons to 1, 276, 000 tons; eggs -- from 10.2 to 34 billion eggs, that is, more than three times, vegetables 59 percent, and fruits and melons -- 40 percent. The sale of all other foods also increased.

"The per capita consumption of food is an important, although not the only indicator of standard of living. And here also we have not stood still. With a population increase of more than 28 million people, the per capita consumption of meat and meat products increased by 16 kilograms and in 1977 came to 57 kilograms.

"There has also been a marked increase in the consumption of milk and milk products, eggs, vegetables, and fruits and melons. At the same time, there has been a systematic increase in the consumption of bread products and potatoes which testifies to an improvement in the population's diet."

Eating better, the population is purchasing more and more industrial goods. The sale of cultural and domestic and household goods is increasing at especially rapid rates. Whereas at the end of 1965 there were 319 watches of all brands per 100 families in the USSR, at the end of 1977 there were 486; for television sets the corresponding figures are 24 and 79, refrigerators -- 11 and 73, washing machines -- 21 and 69, electric vacuum cleaners -- 7 and 22, and so forth. Many

goods which only recently were considered to be scarce are now being sold everywhere. Industry has begun to produce more new goods which are marked by a diversity of fashion and color, better finishing work and improved quality. In our republic alone the number of light industry products with the state Token of Quality had more than doubled in 1977 compared to 1975.

Nevertheless, the continuously growing needs of the population are by no means being met fully. Although their production has been increasing from year to year, there is not enough of many types of furniture (especially good sets), crystal or porcelain dishes, color television sets, improved curtain products, and rugs. Along with increased monetary income, such gratifying phenomena of our reality as the rapid housing construction, the growth of families, and a rise in their cultural level are also "guilty" of this. While, for example, two related families which live together managed with single sets of household articles, when they get separate apartments they need a second set of furniture, a new set of dishes, a television set, a radio, and a refrigerator and, in addition, of better quality than in the past. With a larger monetary income the replacement of a wardrobe or of everyday articles is more and more caused by fashion and not physical obsolescence.

These circumstances have to be strictly considered when plans are made up for the production of goods. Nevertheless, individual branches of industry do not show the necessary interest in renewing assortment and products are produced which long ago ceased to satisfy buyers. "We still have workers," Comrade L. I. Brezhnev has stated, "and, moreover, not only in local areas, but also in the center who contrive to 'coexist peacefully' with shortcomings, who have somehow grown accustomed to the low quality of a number of consumer goods, and who are developing their production at impermissibly slow rates. And some of them are curtailing or altogether stopping the production of needed things and under the guise of replacing obsolete goods with new ones are removing from production output which is inexpensive but a daily necessity. This is how problems arise with certain goods which are customarily called 'trifles' but when it is a matter of things in daily demand there can be no trifles."

In distributing capital investments and material resources Gosplan USSR and Gossnab USSR do not allocate the necessary amounts of appropriations, raw materials, and materials for the development of mass consumer goods production capacities and for an increase in their production in keeping with the needs of the population.

Despite an expansion of the rights of trade organizations and enterprises in relation to the producers of goods, in its relationships with



suppliers trade has not yet become an equal partner and as in the past frequently plays the role of a supplicant.

It is very common for industrial enterprises to try to select for production simple goods which require small expenditures of labor and time and, in addition, which are more expensive, and they frequently avoid the production of things whose production they regard as unprofitable, although they are extremely needed on the market.

Take, for example, knitted goods. Everybody knows that there are not only more of them in the stores, but that some of them themselves are "standing" in line for a buyer. Nevertheless, it is difficult to buy what you need: the factory produces not what the buyer requires, but what is at hand. It is not accidental that 72 percent of the total production of outer knitted wear is accounted for by gym suits, riding breeches, jumpers, and so forth. But products which are more labor consuming -- jackets, knitted suits, and sweaters and, moreover, in fashionable models and colors which are in mass demand are mastered slowly and produced in completely insufficient amounts.

Today such mass consumer goods as teapots, coffee pots, butter dishes, and sugar dishes are in short supply. Industry does not fill orders by trade to increase their production. And the reason is again the unprofitability of producing them: The labor intensiveness of a plate is ten times less and the cost half as much as a teapot. But their average price is almost the same.

For the same reasons light industry enterprises are reluctant to produce goods for children, large-sized clothing and footwear, and so forth. In their pursuit of gross production they frequently choose not only simpler products, but also simplify production processes and curtail certain operations, above all finishing operations, which by no means helps to improve output quality.

Planning from "what has been attained" has had a negative effect upon the production of goods needed on the market. Enterprises were interested in seeing to it that their production program did not undergo any serious changes, since it is easier to fulfill a plan on the basis of already mastered assortment. And they were not troubled by the fact that these products were not finding a buyer: In one way or another a commodity in the end will be put into trade.

During the Tenth Five-Year Plan a shift has been carried out toward evaluating the work of and stimulating the collectives of associations and enterprises on the basis of the sole output indicator and with regard to the fulfillment of the deliveries plan. This is a serious step toward improving the economic mechanism which will undoubtedly play a positive role in providing the population with a wide assortment of high quality goods.

Frequently the lines and the crush in stores is a direct consequence of unrhythmic work in producing various goods. Almost one-half of certain goods is supplied by industry, as a rule, at the end of the quarter and during the third ten-day period of every month. As a result of imperfect deliveries it is difficult in the spring to buy warm weather clothes, and vice versa.

I want to especially emphasize that the sale of many goods could develop at higher rates if their delivery to the market were insured in the planned amounts and the agreed assortment. Suffice it to say that in 1978 alone the light and textile industries failed to supply trade organizations in Russia with 11 million coats, dresses, rain coats, trousers, shirts, blouses, and other sewn products, 6 million pair of box-calf shoes, 18 million units of cotton knitwear, and 11 million pair of socks and stockings. For this reason a very large number of buyers could not purchase needed items.

It is impossible to conduct trade on a high level today without a sufficient quantity of packaged goods: all progressive sales methods are based on them. Yet, industry supplies only around 37 percent of our food products in packaged form (excluding canned goods and bottled drinks). In 1977, for example, the enterprises of the RSFSR Ministry of Procurements supplied 6.7 percent of the groats and 12.5 percent of the flour in packaged form; the RSFSR Ministry of Food Industry supplied around 20 percent of its confectionery and macaroni products, 6 percent of its sugar, and 20 percent of its vegetable oil in packaged form. Year after year the assignments for the production of packaged output are not fulfilled. The quality of the packaging and of the design of the packaging of most goods is low. And fruit and vegetable output which is sent to trade by agricultural enterprises is not packaged at all.

The first and main reason for this is insufficient supplies of packaging materials for the food and meat and dairy industries, the fish economy, and trade. The enterprises of the chemical, petrochemical and paper industries produce too few polymer packaging materials, their assortment is narrow, and their quality leaves something better to be desired. Some of the types of packaging equipment, and the machines for the production of packing and group packaging which are produced by the enterprises of the Ministry of Machine Building for Light Industry do not correspond to the ever increasing requirements of trade and consumers.

There is no question that producers bear the primary responsibility for the serious shortcomings in supplying the market with goods needed by the population. But trade is by no means an outside observer here. In recent years the economic and commercial relations between trade and industry have become appreciably stronger and more extensive and diverse. Special services to study demand and work out the basic orders for the production of goods have been organized in all of the elements of trade.

These services are also engaged in forecasting the markets' needs for various goods and they determine whether the technical and esthetic levels of products correspond to the demands of the population. The needs for new goods are established on this basis and the designing and modeling of products is improved. Greater importance is being acquired by wholesale markets and inspection and sale exhibitions which have the task of influencing production to provide the fullest supplies for the population's demands. An improvement of contract relations with suppliers has become a subject of special concern and attention. Control by trade over the quality of products, including right at industrial enterprises, is becoming more strict and demanding. All of this is having a favorable effect on supplying the needs of the market.

Nevertheless, the influence of trade on the assortment and quality of consumer goods still does not fully meet the demands. Trade workers do not keep a sufficient watch over the formation and fulfillment of production programs and tolerate industry's failure to fulfill orders and contracts for various goods, its arbitrary removal from production of products needed on the market, and slowness in organizing the production of new and modern goods in place of obsolete goods.

The role of local initiative and enterprisingness and of the use of existing possibilities for expanding the production of scarce goods is great in supplying the needs of the population. In Ryazanskaya, Gorkovskaya, Smolenskaya, Voronezhskaya and certain other oblasts the supply of goods from local sources comes to around 11 percent of the total commodity mass. This is good. But in the Karelian ASSR, the Khabarovskiy and Primorskiy krais, and in Irkutskaya, Permskaya, and Arkhangelskaya oblasts the share of products from local sources does not exceed 3 to 5 percent. Children's pails, nets, and watering pots are imported into Kemerovskaya Oblast; chess boards, wooden construction sets for children, ink, and other very simple goods are imported into Primorskiy Kray. There are many such examples. In a number of places which are rich in timber there continues to be a shortage of simple wooden products.

In this connection, it is worth recalling the genuine indignation of Vladimir Il'ich Lenin with dependent attitudes. Here is what he wrote in the difficult year of 1921: "Initiative and local resourcefulness, and not begging: If only they gave it to me...."

These thoughts are topical today also. In his book, "Virgin Lands," Leonid Il'ich Brezhnev writes: "When certain directors were criticized for feeding people only with noodles, one could always hear in reply that there were no allocations and give us allocations: It cannot be denied that for a number of foods there have to be centralized allocations also for the village, but what kind of allocations can be demanded



for potatoes, cabbage, cucumbers, and watermelon? All of this can excellently be grown on any farm. The same can be said about eggs and milk. For ages the peasant has had his own chickens and has sold eggs in the city; why then must he now receive every egg on the basis of orders from Moscow?

"What I am writing about is very topical now also. There are still quite a few directors whose entire lives are spent in hoping for the all-powerful allocations without thinking about where the state is supposed to get them?"

The extent to which buyers can be satisfied also depends to a large extent upon supplying trade with goods which are in abundance, including those which can by no means be classified as "profitable."

Intensive work is being performed in this direction, for example, in Penza where mandatory assortment lists have been worked out for each store in keeping with its specific nature. Operations groups which consist of workers from the oblast trade administration and city trade organizations have been created to exercise constant control over the presence of goods in sales. The problems of trade and the execution of delivery contracts are regularly considered jointly with wholesale depots and industrial enterprises. Dispatcher services have been organized in every trade organization and on the wholesale level. All of this has produced positive results: There are much fewer cases of the absence of the mandatory assortment in sales. For it quite often still happens that there is a commodity at the warehouse or at the supplier, but not in the store. As a result the buyer leaves with nothing.

Some goods are really still in short supply and it is important that they be sold without the slightest abuses or violations of the rules of Soviet trade. This necessitates an improvement of departmental control and an intolerant attitude toward those who conduct themselves dishonestly. Much more aid could be given us in creating order in stores by the public -- commissions, posts, teams to control compliance with the rules of trade and of price setting, and so forth.

In a word, high standards of trade depend to a large extent upon whether supply corresponds to demand -- a circumstance to which Vladimir Il'ich Lenin called especial attention demanding that "consideration be given to what is being demanded." And the availability and sales of the entire assortment being produced is one of the most important practical tasks of trade workers.

A further search for ways to improve services for buyers is now taking place in trade enterprises. The so-called system of defect-free labor is being employed at the enterprises. Its purpose is to cultivate in

every worker a feeling of responsibility for his work and for the high quality of services and to achieve efficient and smooth work by all of the elements of the trade process.

Advanced collectives gradually move from the system of defect-free work to an overall system of quality control for trade services which is based on standards introduced for each type of work. An enterprise's standards are not only the standard of quality, but also a means of organizing work to achieve it, since the most advanced work methods and the most valuable experience are collected in them. The overall quality control system is new. But judging from the experience which has already been gained, it has a great future.

The further development and improvement of Soviet trade and a rise in the standards of services depend upon the joint efforts of the workers of many branches of the economy. Nevertheless, the leading role belongs to trade workers. And they will do everything so that in our stores the Soviet buyer is surrounded by even greater care and attention.

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## CONSUMER GOODS AND DOMESTIC TRADE

### PRIME COST AND PROFIT IN UKRAINIAN INDUSTRY

Kiev PRAVDA UKRAINY in Russian 18 Aug 79 p 2

[Article by I. Strepetov, chief of the finances and prime cost department of the Ukrainian SSR Gosplan: "Profit and Prime Cost"]

[Text] At the present stage, the role of profit has increased significantly in the planned leadership of the national economy. It is not only one criterion for evaluating the level of enterprise economic activity and the efficiency of production, but is also a most important source for shaping state financial resources and for financing measures outlined by the plans of ministries, associations and enterprises and a source of economic incentives funds. This was precisely the aim of the CPSU Central Committee and USSR Council of Ministers Decree "On Improving Planning and Strengthening the Impact of the Economic Mechanism on Improving Production Efficiency and Work Quality."

Over the first three years of the 10th Five-Year Plan, the amount of profit obtained by republic industry, given comparable prices and conditions, increased 15.8 percent, and by industry of republic subordination -- by 33.1 percent. Enterprises of machine-building, power engineering, petrochemical and meat and dairy branches successfully coped with fulfilling this indicator. Upwards of 250 million rubles of profit has been obtained here during the past 3.5 years. Things have improved in the ministries of light industry, food industry, procurement, and so on. Positive results have been achieved thanks to fruitful activity in increasing production efficiency, intensifying economy practices, and improving the management structure.

Unfortunately, by no means all collectives are working at the necessary level to use assets and material, labor and financial resources efficiently. This is indicated, in particular, by the fact that many associations, enterprises, organizations and even entire ministries have not coped with profit plans. There are an especially large number of such subdivisions in the Ukrainian SSR ministries of ferrous metallurgy, coal industry and building materials industry. The Solotvinskiy Salt Mine, Sumskiy Beer Association, Balakleyevskiy Shale-Cement Combine, Kirovorozhskiy Cement Combine and Peskovskiy Glass Plant have failed more than once in recent years to meet profit plans.

The main reason for the lag is generally that planned output prime cost is exceeded as a result of the inefficient use of raw and other materials, fuel, uneconomical expenditure of wage funds, and poor return on mechanisms, equipment and other production assets. The trend towards a reduction in the proportion of profit increment obtained by reducing output prime cost is alarming.

What is happening? Can we really not avoid these production outlays? To the contrary, there are still many unused reserves. Take just the single, major item of material expenditures. There are quite a few ways of reducing them -- observing consumption norms for raw and other materials, constant improvement in rate-setting for expenditures of various assets, the replacement of more expensive materials with less expensive ones, eliminating long hauls and cross hauls, and so on.

A number of republic ministries and departments are working along just these very lines. In the first quarter of this year alone, the Ministry of Light Industry saved raw and other materials worth 5.4 million rubles, including a savings of 4.5 million rubles due to reduced expenditure norms. A perceptible savings in material expenditures was achieved at enterprises of the Ukrainian SSR Ministry of Meat and Dairy Industry and Ministry of Procurement.

At the same time, insufficient attention is being paid to improving rate-setting in a number of ministries. Serious claims should be made against metallurgists. In the first half of this year, they permitted a significant overexpenditure of coke and pig iron. These materials are used especially poorly at the Kommunarsk, Yenakiyevskiy, Zhdanovskiy imeni Il'ich, and other plants.

The struggle for thrifty expenditures of fuel and energy resources is becoming more active in many associations. In the first quarter, for example, 22.9 million kW-hr of electricity and 596,600 gCal of heat energy were saved. However, by no means all collectives are marching among the thrifty, especially in the ministries of power and electrification, ferrous metallurgy, and building materials.

The comprehensive use of raw material resources is an important reserve for lowering prime cost, and it must be said that the use of production wastes has improved in the republic, although the amounts of unused wastes are still high, especially in ferrous metallurgy, light, timber and wood processing industry.

We must achieve a full return on machines, machinery, equipment, production buildings and structures. The fact is that quite a few fixed assets participate passively in the production process, are frequently idle, and operate at less than full capacity.

During the years already past in the 10th Five-Year Plan, the amount of depreciation deductions per ruble of commodity output has increased by more

than one kopeck, due to the outstripping increment in fixed assets over the increment in production volume, as well as to shortcomings in their use. So you found something to worry about, the reader might say. Just think, a whole kopeck.... But, given the rapid rate of economic development, even a kopeck is transformed into an enormous sum. It has been estimated that were fixed assets to be put to work at maximum intensiveness, we could have obtained at least a billion rubles in basic profit during that portion of the five-year plan already past.

And how could we fail to mention the many reserves heretofore not brought into play in many branches. For example, plants of the Ukrainian SSR Ministry of Ferrous Metallurgy failed to receive upwards of 20 million rubles in profit last year as a result of accidents and above-plan equipment downtime. In the Ministry of Light Industry (although economy practices have been strengthened recently), things are also not well. For the year, the shortfall here was 1.5 million square meters of fabric and 530 tons of yarn.

The fines, penalties, forfeitures and other nonproductive expenses still permitted by individual enterprises, as well as losses due to defects and poor output quality, place a heavy burden on the shoulders of prime cost and profit. Large penalties for failing to deliver output promptly or for substandard output are being levied against collectives of local, furniture and food industry. In 1978, for example, furniture manufactured by the Donetsk and Poltava furniture combines and by the Burshtynskiy logging and sawmill operation was repeatedly refused permission for marketing and a special procedure for acceptance by the trade network was instituted.

Enterprises of the Ukrainian SSR Ministry of Ferrous Metallurgy incur substantial losses due to fines on the railroad for above-normative rail car idle time during unloading and loading metallurgical raw material and finished products. For these and other reasons, the Krivoy Rog and Kommunarsk plants failed to cope with planned profit assignments.

Output prime cost is directly linked to production efficiency, inasmuch as it is shaped under the influence of a whole series of technical and economic factors, the most important of which are raising the technical level of production, improving labor organization and the use of natural resources, and so on. Under the influence of these factors, production efficiency grows due to constant reduction in material-intensiveness, the more efficient use of labor resources and working time, better quality, and in the final analysis, to a reduction in output prime cost. In other words, the more efficiently material, labor and financial resources are used, the lower the output prime cost will be, other conditions being equal.

Technical progress qualitatively changes the means and objects of labor, the methods of working them, and production organization and the system of production. The results of introducing scientific and technical achievements are expressed most fully and in the most concentrated form in an absolute and relative reduction in prime cost, in production volume growth and an increase in profit. Further improvement in planning and management, increasing

the role of economic methods of guiding the national economy, and intensifying cost accounting increase even further the importance of output prime cost as the basis for profitability growth.

This is why particular attention was paid in recently adopted party and government decrees to increasing the role of prime cost and strengthening finances. In the future, this indicator will be approved in the five-year economic and social development plans in individual branches. The decree also anticipates the development of financial resources balances and monetary income and expenditure balances for the population and the creation of material and financial reserves.

Implementation of the measures outlined by [these] important documents is of tremendous national economic importance. It will facilitate the more effective use of existing state resources, strengthening economy practices and cost accounting, production profitability growth, and will indisputably ensure continued development of our economy and the well-being of the Soviet people.

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## CONSUMER GOODS AND DOMESTIC TRADE

### COMPANY STORE NETWORK EXPANSION URGED BY TRADE MINISTRY

Moscow SOVETSKAYA TORGOVLYA in Russian 9 Aug 79 p 2

[Text] The USSR Ministry of Trade has reviewed the question of steps to further develop the network of company stores of the industrial ministries and to improve their operation. It was noted that many such stores opened in the union republic capitals and large industrial centers have recommended themselves well and are popular among the population.

At the same time, the union and autonomous republic ministries of trade and the trade administrations of oblast, kray and city Soviets of People's Deputies are still insufficiently concerned with organizing the operation of the company stores, do not always correctly determine the place of these enterprises within the city retail trade network, and the city Soviets of People's Deputies ispolkoms have not succeeded in setting aside plots of land for the construction of company stores using the means allocated to develop the corresponding branches.

The USSR Ministry of Trade has obligated the union republic ministries of trade to assist the industrial ministries, enterprises and associations in every way possible in developing the network of specialized company stores. Sections and departments are to be organized in the department and large, specialized stores to sell the output of enterprises of industrial ministries producing consumer goods, but in assortments not permitting them to open company stores. Company stores are to be given the right of priority purchase at wholesale trade fairs and of preferential selection of goods on the strength of market funds allocated directly from industrial associations and enterprises. Priority delivery of trial series and goods produced in small lots, as well as of models of new articles, is to be ensured for the purpose of studying consumer demand.

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## CONSUMER GOODS AND DOMESTIC TRADE

### RSFSR POTREBSOYUZ HOUSEHOLD GOODS AND BUILDING MATERIALS TRADE

Moscow SOVETSKAYA TORGOVLYA in Russian 9 Aug 79 p 3

[Article by V. Maslennikov: "Keeping the Strictest Possible Account"]

[Text] During the first three years of the 10th Five-Year Plan, the sale of household goods in the consumers' cooperatives of the Russian Federation increased 15.4 percent, to 2.5 billion rubles. And that growth was higher than the sales rates for all other nonfood goods. There are now 430 more stores in villages and settlements trading in household items, and there are now upwards of 10,500 such stores in the RSFSR. Many of them are now specialized, which has facilitated raising the level of service to the customer. However, as was noted at a recent meeting of the USSR Supreme Soviet's Standing Commission on Trade, Public Catering and Personal Services, there are quite a few substantial shortcomings in the organization of trade in household goods and building materials in rural areas.

The discussion was preceded by a great deal of preparatory work. The status of household goods trade was analyzed in detail in 15 oblasts and autonomous republics of the RSFSR. The report by M. M. Denisov, chairman of the Rospotrebsoyuz board, and the co-report given by S. A. Chekasin, chairman of the preparatory commission of deputies, were critical. It was noted that some work was being done locally to better satisfy the demand of the rural population for household goods and building materials, to develop the material and technical base of the consumers' cooperatives, and to strengthen the economic ties between trade and industry.

At the same time, there are substantial shortcomings in the work of the Rospotrebsoyuz and its local agencies. Rural trade in household goods and building materials does not yet fully correspond to customer needs and demands. Interruptions are being permitted in trade in goods in an adequate assortment and in daily demand, as are violations of trade regulations. Certain stores are closed for long periods for inventorying and repairs. Service standards are still too low.



As the deputies noted in their speeches, there are also shortcomings in the organization of household goods trade which are at the same time both immediately apparent and of long standing. For example, what is the price paid for hauling such things as shovel handles and coat hangers and kitchen cutting boards around the country by rail? And these uncomplicated objects often go by the most complicated routes, with cutting boards traveling from unforested Krasnodarskiy Kray to forested Altay and clothespins traveling from Mordovia to the Primor'ye, and by way of Moscow, at that. Then shipment costs more than the product itself.

This is clearly a result of shortcomings in planning the organization of household items and building materials trade and of the inadequate effectiveness of the Rospotrebsoyuz system economic mechanism. It was for good reason that each speech at the meeting was closely linked to the recent CPSU Central Committee and USSR Council of Ministers Decree "On Improving Planning and Strengthening the Impact of the Economic Mechanism on Improving Production Efficiency and Work Quality."

Attempting to systematize the shortcomings revealed by the commission, the most widespread were and remain the unevenness and disproportionality of commodity distribution. In Mordovia, for example, stores are cram-full of roofing materials, which you can't find in a month of Sundays in many central oblasts. Some places are full of furnace castings, while people in neighboring oblasts can't remember when the warehouses had them last.

Well set-up consumer demand studies must be a necessary condition for eliminating such mistakes. However, analysis has shown that demand has been studied poorly in the Rospotrebsoyuz system, and in particular in trade in the above-mentioned goods.

Cooperative members of the Russian Federation quite often complain that industry is responsible for the absence of particular goods in their stores. That unquestionably does happen. The enterprises of a number of ministries owe rural trade quite a bit. The RSFSR Ministry of Local Industry alone has failed to provide trade organizations of the Rospotrebsoyuz with goods worth nearly six million rubles in the first six months of 1979. In the past three and a half years, the USSR Ministry of Chemical Industry has failed to provide Russian Federation cooperative members with goods worth more than 20 million rubles. Enterprises of the building materials industry also owe rural resident a great deal. They allocate 10-fold less of their output for sale in rural areas than the amount required.

The leaders of especially lagging ministries were also invited to the commission meeting. It was demanded that they provide firm guarantees that the situation would be corrected.

However, even when the needed goods are available, a preliminary check shows that they do not always reach the consumer. Thus, the shelves of household goods stores at Alpatovskaya Station in the Checheno-Ingushskaya ASSR did not have 100 goods which were available at the wholesale bases. Stores in

the Mordovian ASSR's Torbeyeyskiy and Ruzayevskiy raypos [rayon consumers' society] had no matches, kerosene or hand soap, although these everyday goods were available at the warehouses and bases.

The consumers' societies are by no means fully using opportunities for production, are not expanding the network of enterprises producing consumer goods, and in some places are even reducing it. The experience of the Pushkinskiy lumberyard of the Moscow Oblast potrebsoyuz in expanding services to the population has thus far not found broad application. The deputies noted that progressive forms and methods of trade are still being disseminated poorly. Whereas some household goods stores have been switched over to self-service, this transfer has been made formally in some places and has not provided the necessary impact. Things are quite a bit more complex concerning trade in building materials: The well-recommended warehouse stores are thus far isolated and progress in constructing them and putting them into operation has not been pushed.

...So, there was a serious discussion at the meeting of the RSFSR Supreme Soviet standing commission about ways of improving trade in household goods and building materials in rural areas. And each speech was permeated with concern for meeting as fully as possible the growing needs of rural residents.

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## CONSUMER GOODS AND DOMESTIC TRADE

### NEW SYSTEM OF STANDARDS FOR LIGHT INDUSTRY OUTPUT

Yerevan KOMMUNIST in Russian 24 Aug 79 p 2

[Text] Actualization of the comprehensive programs for standardizing the most important types of light industry output will ensure release of the basic consumer goods in accordance with modern market requirements. The CPSU Central Committee and USSR Council of Ministers have made development of such programs mandatory by 1979-1981. This assignment is contained in a decree which anticipates improving planning and intensifying the influence of the economic mechanism on improving production efficiency and work quality.

The Soviet Union has available to it a powerful consumer goods industry. Together with specialized branches of industry, hundreds of enterprises in other ministries and departments also produce this output. This past half year, not all of them coped with the assignments. Nonetheless, industry and trade ensured fulfillment of the trade turnover growth plan.

The population was sold more fabric, clothing, footwear, household equipment, musical instruments and dishes than in the same period last year.

Still, not everyone managed to acquire the goods he needed. It is still not rare for a customer to leave a store empty-handed, so to speak. He is sometimes dissatisfied with the quality of the goods being offered, sometimes with the assortment. Claims against clothing and footwear quality are especially common.

In response to customer reproaches, the leaders of light industry enterprises cite poor-quality raw and other materials, the shortage of special equipment, the shortage of dyes, and point out other hindrances to the release of good-looking, well-made things, to quickly restructuring technological flows to produce stylish articles needed by the market today. In many cases, these arguments are well-founded.

Specialists have concluded that we cannot do without standardization, given modern production organization based on specialization and cooperation. As

the organizational-technical basis of production, standards alone can coordinate the demand for raw and other materials, dyes and equipment, technological processes used in manufacturing consumer goods. Thus arose the concept of comprehensive standardization programs -- PKS -- for fabrics, clothing, footwear and dishes. The development of such programs began three years ago through the united efforts of the Gosstandart [State Committee for Standards], USSR Ministry of Light Industry, and several other ministries.

The starting point for this fundamentally new system of providing consumer goods production with normative technical documentation was a revision of existing state and branch standards on raw and other materials, dyes and auxiliary textile substances, chemical fibers, equipment and apparatus.

At the request of a TASS correspondent, P. F. Kovalenko, chief of the Gosstandart's light industry administration, explained how the requirements of the standard, as a stable document in effect for several years, can be coordinated with the demands of changing styles. Standards, said the specialist, have never hindered anyone from making good-looking, well-made things. If poorly made items reach the market, it means their manufacturers have not met normative requirements. The fact is that standards establish only the general rules and requirements for clothing, footwear and a number of other goods. They do not fetter the imaginations of designers. At the same time, you will agree, a well-made suit cannot be sewn from fabric with a large number of textile defects or stylish shoes be made from poor leather. The quality of machinery begins to take shape in the open-hearth furnaces and at the rolling mills. In exactly the same way, the quality of a suit begins to take shape on the sheep-raising kolkhozes and sovkhozes, at enterprises producing artificial fibers and dyes. They must provide output of the prescribed quality. In other words, output meeting standards.

Three years ago, the true importance of the comprehensive standardization programs seemed remote in time. Now, industry already has 570 standards, the bulk of which are planned for development. In the remaining portion of the 10th Five-Year Plan, we are faced with creating about 100 normative-technical documents.

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## CONSUMER GOODS AND DOMESTIC TRADE

### IMPROVED ESTONIAN TRADEMARKS URGED

Tallin SOVETSKAYA ESTONIYA in Russian 1 Aug 79 p 2

[Article by V. Raya, graduate of the Tallin branch of the Central Institute for Improving the Skill of Patent Workers: "To What Does a Trademark Bind One?"]

[Text] Trademarks are designations, registered under the established procedure, which serve to distinguish the goods of some enterprises from similar goods of other enterprises. They can be words, pictures, three-dimensional or a combination. Enterprises, organizations and associations can register their in their own names one trademark or several to designate goods of various types or goods possessing specific properties and qualities.

The primary function of the trademark in capitalist society is to protect the interests of the owner-company. The interests of the buyer are secondary. Given the ruthless competition, trademarks have become a reliable means of monopolistic struggle for world markets. Enormous sums are set aside for developing and advertising them.

In spite of fundamental differences in the functions of trademarks in the socialist and capitalist countries, we must not underestimate the great importance they have in commodity circulation in the socialist state. They are invested with important functions in socialist society. First, the function of distinguishing similar goods. Socialist society is concerned that enterprises be responsible for the quality of their output. With the help of the trademark, the customer can easily determine the enterprise producing a particular commodity and find the item which meets his needs and tastes. At the same time, the trademark helps the enterprise market its output and develop a constant contingent of customers, to plan production based on consumption. Although output must meet state standards and specifications, the quality of items from different enterprises still differs appreciably.

The state standard sets a minimum allowable quality level. At the same time, the quality level of items from the leading enterprises is appreciably above the minimum. Optical goods with the LOMO (Leningrad Optical-Mechanical Association) trademark have become well-known in the USSR in recent years. In



our republic, goods with the "Sangara" trademark, from the association imeni V. Klementi, and others are popular. But customers are somewhat prejudiced against the Kommunar association's trademark, although the quality of items from this enterprise has improved appreciably in recent years.

The trademark's function in advertising and broadening assortments is important. With the help of the trademark, the enterprise offers the customer practical, objective information about its items. This function is especially important in foreign trade. With the help of the trademark, we have an opportunity to advertise the socialist system of production, as well as the socialist social system, abroad.

As foreign trade increases, the trademark's function of protecting export deliveries becomes increasingly important. Trade in the world market is a sharp competitive struggle with leading capitalist companies. The trademark guarantees the owner a monopolistic right to its use and helps win markets. Therefore, foreign trade organizations, just like the industrial enterprises themselves in the Soviet Union and the socialist countries, are concerned about their choice of trademark and about protecting it abroad. Any underestimation of it as a legal means leads to a weakening of the position of socialist enterprises before capitalist competitors.

Upwards of 60,000 trademarks are currently registered in the USSR, so one can speak of a certain amount of experience in this area.

Word trademarks stand first in the "Trademarks Statute." That is natural, since word trademarks have a number of advantages over the other types and are more common in world practice. A word or group of words with a psychological impact is generally used. Such trademarks provide more detailed information about the enterprise. It is easier to remember and reproduce them, to advertise them extensively using modern means of communication.

One important circumstance which should be considered when developing word trademarks for the USSR union republics should be noted here. Many goods produced in the union republics are in demand throughout the Soviet Union. It is therefore appropriate to register word trademarks in both the national and Russian languages.

Pictorial trademarks are various drawings on the most diverse subjects, ornaments, symbols, pictures of birds and animals or of various objects. This is a very ancient type of trademark. Their merits include a precise structural shape which makes them understandable to residents of different countries without "translation."

Combination trademarks combine elements of both word and pictorial trademarks.

The successes in developing trademarks at enterprises of our republic have been perceptible in recent years. A certain amount of experience has been accumulated in developing and protecting trademarks. The trademarks of a

majority of the enterprises have been modernized. The successes of enterprises of machine-building and metalworking, light and local industry are gratifying.

Trademarks of high quality have been developed by the "Talleks" association, the "Estoplast" and "Norma" plants, the "Marat" and imeni Klementi associations, and many others, a majority of the enterprises of the Ministry of Food Industry. These include first of all the trademarks of the "Kalev" confectionery factory, the "Leybur" and "Liviko" associations, and others.

A number of enterprises have quite primitive trademarks, as for example the Rakvereskiy Starch and Syrup Combine, the Valgaskiy Wine-Making Plant, and others. Republic bread combines use a number of standardized elements: a circle or ellipse and the first letters of the enterprise name. The effect of using such trademarks, so-called abbreviations, is negative, since their ability to set one another apart is very insignificant. Enterprises of the meat and dairy industry and the building materials industry might also be reproached for this. The trademarks of the Tartu Packing Plant, the Payde Packing Plant, the "Vyrukivi" brick plant and the Tartu Building Materials Plant, for example, are ineffective.

In recent years, a number of republic furniture enterprises have modernized their trademarks, with rather good results. Republic forestry, logging and sawmill operations must also take up this work.

The basic shortcoming in developing trademarks in the republic is the extremely small number of word trademarks. The proportion in world practice is 70-80 percent, but it is less than 10 percent in our republic.

A majority of the republic enterprises try to create a trademark in the form of an artistic depiction. This position is deeply in error and does not meet the requirements of the Trademark Statute.

There are a number of companies in the republic whose names could be conveniently used in composing trademarks ("Tekstil", "Tarbeklaas", "Punane Koyt" and others). This would considerably increase the uniqueness of the trademarks. Unfortunately, a majority of the enterprises prefer a pictorial trademark. The republic has several enterprises (Pyussi Wallboard Combine, Kokhtla-Yarva Furniture Factory, and others) which have no trademarks at all. This is in violation of the statute.

Trademark advertising is poorly organized. Enterprises generally limit themselves just to developing, registering and using them on the goods.

The role and importance of the trademark in commodity circulation will increase year by year. Therefore, developing effective trademarks at all republic enterprises is a task for all leaders of enterprises, ministries and departments.

SPECIALISTS IN ORGANIZATION AND STANDARDIZATION OF LABOR TO BE TRAINED

Moscow EKONOMICHESKAYA GAZETA in Russian No 27, Jul 79 p 13

[Article by M. Glyantsev, member of USSR State Committee on Labor, and Ye. Sherman, deputy director of the scientific council of the State Committee on Labor: "Specialty Code -- '1753'"]

[Text] In response to the article "What Should an Economist Be?" many readers proposed that the specialization of future economists be directly introduced into the process of training in higher educational institutions. In particular, a proposal was made to provide for the training of specialists in the organization and fixing of standards for labor. Recently a decision was made to create such departments in a number of higher educational institutions of the country.

According to a proposal of the USSR State Committee on Labor and Social Problems of the USSR Ministry of Higher and Secondary Specialized Education along with USSR Gosplan, a decision was made to organize the training of specialists in the organization of and fixing of standards for labor in higher educational institutions from the year 1979. The specialty received the code "1753".

Primarily polytechnical and engineering-economic VUZ's and departments of day and night schools will graduate engineer-economists in this new specialization. There are plans to provide for specialization in the following groups of sectors: the mining industry; chemical, petroleum, and gas industry; power engineering and communications; metallurgy; machine building and instrument-making; aviation and ship building industry; consumer goods industry; foodstuffs industry; forest, wood processing, and cellulose-paper industry; construction and urban management; transport; public services.

These specialists can concern themselves with the research, planning, and introduction of systems for the scientific organization and standardization of labor at enterprises and work in the scientific-research and drawing and design organizations of these sectors. They will work as engineers in departments (bureaus) for the organization of labor and wages, in standardization and research bureaus and laboratories, and also in laboratories



(departments) for the scientific organization of labor in associations, enterprises, NII [Scientific Research Institute], NOT [Scientific Organization of Labor] centers, and intersectorial and sectorial NII occupied with questions of the organization of and the setting of standards for labor.

On behalf of the USSR Ministry of Higher Educational Institutions the Moscow Aviation Institute -- the leading VUZ in this specialty -- has worked out qualification requirements and a typical training plan for this new specialty. The graduates of VUZ's in this specialty will know theory, methods, and advanced experience with respect to the research and planning of the organization of labor and working conditions, the establishment of quotas, the working out of standards, the system of material and moral incentives and the management of labor resources in a sector and in an enterprise, the principle of establishing quotas for the expenditure of labor, and the management of labor resources, planning, and the statistical recording of labor and wages in an ASU [Automatic Control System].

The development of this new intersectorial specialty is a complex task. At the same time, it is necessary to accomplish it in the shortest possible time. In the opinion of the State Committee on Labor, in the years 1979 and 1980 the acceptance of students for this new specialty should be implemented in a sufficiently large number of VUZ's (into courses I-III), and the first graduates should appear in 1981 and 1982.

An important role in this matter will be played by the sectorial ministries along with the USSR and Union republic ministries of higher and secondary specialized education. Some of them, for example, the ministries of civil aviation, railroad transport, and others have VUZ's under their subordination which should organize training of these specialists. Even more important are the direct contacts of the ministries with the VUZ's, which will make it possible to more correctly determine the demand for specialists and the content of their training.

The introduction of this new specialty into a significant number of VUZ's in a short period of time will require a well-defined organization of this work. Evidently, it is expedient to create in the USSR Ministry of Higher Educational Institutions a scientific-systematic council on specialty "1753" and also in the VUZ's where preparations will be made for these specialists and corresponding departments. The USSR State Committee on Labor will support the business ties with these departments, assist them in providing for guidance oriented, systematic, and standardized materials and the organization of industrial practice for students and the industrial training of instructors and aspirants at enterprises which have achieved high levels in the scientific organization of labor.

MANPOWER: EDUCATION, LABOR, DEMOGRAPHY

CENSUS RESULTS TO BE USED FOR ECONOMIC PLANNING IN ARMENIAN SSR

Yerevan KOMMUNIST in Russian 9 Aug 79 p 2

[Article by V. Zulalyan, deputy chief of Armenian SSR Central Statistical Administration: "A Mirror of Our Growth, On Some Results of the Census"]

[Excerpt] The all-Union census in the USSR was conducted in January 1979. In our republic, as throughout the whole country, it was conducted in an organized fashion at a high political level. The success of this census was guaranteed by a comprehensive and detailed preparation, which commenced already in 1975.

Work on the enciphering and verification of the materials collected in the census, in which 150 people are participating, has been going on since March of the current year in the Central Statistical Administration of the Republic. The collective of workers in the Armenian SSR Central Statistical Administration have ensured a high level of quality and authenticity with respect to the materials of the census, which in turn has created all the conditions for their uninterrupted machine processing.

The census has provided us with valuable materials which attest to the significant quantitative and qualitative changes in the population structure. They represent a kind of mirror, in which are reflected the successes of economic and social development in our country, in each Soviet republic, and in raising the well-being of workers.

According to preliminary calculations, the population of our republic on the day of the census was 3,030,800. In the period between the censuses the population increased at a stable rate. In the past 10 years the overall population growth of the Armenian SSR was 538,900 people.

Of considerable interest is an analysis of the data on the population growth of our republic for individual periods after the establishment of Soviet authority. From 1921 through 1939, that is, in the course of two decades the population increased by more than 37 percent and from 1959 through 1970 -- by 41.3 percent. And, finally, in the intercensus period (from 1970 up to 1979) -- by 21.6 percent. During this period the population increase on the whole took place as a result of a natural increase.

The number of people in Yerevan, the capital city of the republic, exceeded the million mark and increased by 32.9 percent in comparison with 1970.

The urban population of the republic on the whole increased significantly. On 17 January 1979 it was 1,997,700 people or 65.7 percent of the total population of the republic. In the last 10 years the number of urban residents increased by 511,200 people. The increase occurred as a result of natural growth, the transformation of rural population points into urban settlements, and also as a result of population migration.

At the present time in the Armenian SSR there are 57 urban settlements. They include 21 cities under republic administration, three cities under rayon administration, and 33 urban-type settlements. The greatest population growth is noted in the cities of Razdan, Abovyan, Dilizhan, Ashtarak, Artik, Echmiadzin, and Sevan. As a result of the development of industry and other sectors of the economy the population of the largest cities after Yerevan increased: in Leninakan -- by 25 percent, in Kirovakan -- by 37 percent.

Population growth in Armenia significantly exceeds the average rate of growth in the rest of the Soviet Union. In the 10 years after the fifth census the population of the USSR increased by 8.6 percent while in the Armenian SSR it increased by 21.6 percent. Population growth in our republic was higher than in the RSFSR, Ukrainian, Belorussian, and Georgian union republics, but less than in Turkmen, Tadzhik, and Uzbek republics.

During these years definite changes took place in the population structure of the Armenian SSR. In the census 1,476,000 males and 1,554,000 females were counted. Thus the ratio between men and women, which was disturbed by World War II, is gradually becoming equalized.

The regular all-Union census made it possible to disclose mobile labor resources and their characteristics. The educational level of labor resources and the professional status of citizens were established, and other data which are necessary for working out national economic plans were obtained.

Data concerning the make-up of the population according to sex, age, nationality, language, the level of education, family situation, and distribution according to sectors and social groups will soon be obtained and published.

Demographic problems, sociological questions, and the patterns of population movement are acquiring ever greater importance under modern conditions. Therefore, it is understandable that data concerning the socio-economic and national composition and educational level of the population in combination with demographic data will serve as a basis for accomplishing many economic, social, and demographic tasks.

The results of the processing of the materials of the all-Union census for 1979 will be used extensively in compiling the 11th Five-Year Plan for the economic and social development of our republic.

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## TRANSPORTATION

UDC 629.12.004.5/.6(265)

### ADVANTAGES OF NAKHODKA SYSTEM FOR SERVICING FISHING FLEET TOLD

Moscow RYBNOYE KHOZYAYSTVO in Russian No 7, 1979 signed to press 15 Jun 79  
pp 40-44

[Article: "An Integrated System for the Technical Servicing of Ships Between Voyages"]

[Text] The modern fishing-industry fleet is highly mechanized and is equipped with the newest ship equipment. The operating results of the entire fishing activity depend greatly upon the operating effectiveness of fishing industry ships. Therefore, questions connected with raising the ships' effectiveness are of exceptionally urgent importance.

The system for integrated technical servicing of ships between cruises has been recognized as one of the main areas for further improving the organization of the fishing industry's technical operation. It was formulated on the basis of use by ship-machinery services and by seagoing personnel of the Far East Basin's advanced experience in technical operation of the fleet.

In 1973 an Experimental Center for Technical Servicing of the Fleet was established at Nakhodka, based upon the ship-repair yard. The experience of the Nakhodka center's operation has served as the basis for creating technical-servicing centers for other administrations of the Far East, Azov-Black Sea and Western basins.

In the Northern Basin, the technical servicing of ships between voyages is performed by the so-called northern variant.

The following articles about the system for technical servicing of ships between voyages have been published in our journal:

Martynenko, V. V. and Strannov, N. N. "Experience in Improving Organization of the Fleet's Operation," No 5, 1973.

Martynenko, V. V. "Experience in the Organization of Fishing Ship Repair," No 6, 1973.

Fetkylov, A. I. "A New System for Technical Servicing Is Needed for All Ships," No 1, 1975.

Rostorguyev, B. I., Kurchenko, V. I. and Sidorenko, V. V. "The Continuous System for Technical Servicing of the Fleet (NSTO) in Action," No 9, 1975.

Kireyev, S. V. and Bibiksarov, A. P. "The Operation of Ships Under the New (Continuous) System for Technical Servicing," No 10, 1975.

Suvorov, A. G. and Ardal'yanov, V. A. "A Long-Term SNTO Regime," No 4, 1977.

Plavskaya, V. I. "The Technical Servicing Center," No 4, 1977.

Kotov, A. S. "The System for the Continuous Servicing of Ships in the Murmansk Trawler Fleet," No 12, 1978.

In 1973 the ship-repair yard at Nakhodka was reorganized into the branch's first Experimental Center for Technical Servicing of the Fleet.

The yard's managerial staff was replaced by a simpler departmental staff and was reduced by 40 percent (about 60 people). Costs for its upkeep were cut accordingly. Instead of the shipyard's five basic departments and sections, three integrated sections were organized: the docking, mechanical, and electrical and radio installation sections.

In the first 3.5 years of the center's existence, 1.5 times as many ships underwent technical servicing there as was possible at the ship-repair yard.

The center now has a docking department with a floating dock, a mechanical department with a forge, and a section for repairing electrical, radio and search equipment. The center's foundation are the substitute repair crews (there are 11 of them at the center). They do up to 50 percent of the basic repair work (main engines, diesel-generators, pumps, compressors, and so on).

The fleet's under-way regime has become more precise, and the ships operate on schedule. When departing on a fishing trip, the crews know the date of return to port and the precise amount of their free time.



The seagoing personnel of ships that undergo technical servicing between voyages (MRTO) do maximum repair work during the trip to port. This helps to reduce the forthcoming work and the time that the ships spend at berth in port. Also, information about the forthcoming technical servicing is compiled during the voyage. When the ship arrives in port, this information is refined by a special commission.

The substitute repair crew, a commission of specialists, and representatives of management and social control organizations ride out to a ship that is returning from a voyage. A ceremonial meeting of the crew and a technical inspection of the ship are conducted, and schedules for the servicing of the ship in port between voyages are handed to the captains of the main and the substitute crews. In a few hours, after the ship is tied to the center's moorage, the main crew leaves the ship and is sent off duty.

The substitute repair crew remains aboard the ship. It does the repair work and answers completely for preparation of the ship for the next voyage. The substitute crew presents the ship to the USSR Registry and receives supplies, fuel and lubricants, water and other supplies. During the ship's stay in port, the substitute crew provides for the vital activity and safety of the ship being serviced and makes preparations for the voyage.

As a rule, highly qualified specialists work on the substitute crews. In the recent past these crews have acquired much experience in servicing ships. The variety of repairs that they carry out has been greatly expanded.

Shore departments do pipefitting, machine-tool work, forging, welding and the repair of electrical, radio and search equipment, and they also dry-dock the ships.

The main indicator of the center's operation is the fulfillment of repair deadlines. Ships not presented to the USSR Registry are serviced in 14-16 ship-days, ships to be presented are serviced in 20-24 ship-days.

The creation of the technical-servicing center has enabled intensive introduction of a system for continuous technical servicing of the fleet between voyages that helps in the systematic introduction not only of two-year but also of multiple-year operation of ships without yard repair. Today a large group of ships of the Nakhodka Marine Fishing-Industry Operations Base works under a 4-year cycle.

The technical-servicing center pays the most earnest attention to the quality of the work done, and a reliability group has been established that accepts parts and mechanisms for the ship-repair process.

The substitute crews and workers of the shore departments have been motivated to observe deadline discipline. A bonus-payment system has been established for releasing ships from repair on time or ahead of time.



Since 1972 substitute crew No 3 has serviced 64 fishing-industry ships; 27 of them underwent extended technical servicing with drydocking and turn-over to the USSR Registry (instead of the current repair that had been planned previously). About 889 ship-days were spent servicing the 27 ships. If these ships had been sent for yard repair, they would have been idle at least 2,800 ship-days. The saving for these ships alone was 1,911 ship-days, and this is net industry operating time, that is, time for additional fish-catching and output of fish products. During all this time, not one comment was received from the USSR Registry inspection about the ships that had been repaired by substitute crew No 3. The number of complaints from the ship's main crews have been greatly reduced recently.

There are now 63 fishing-industry ships that operate under the continuous integrated system for technical servicing between voyages at the Nakhodka Marine Fishing-Industry Operations Base. The introduction of this system has made it possible to increase the operating time of the BMRT [large freezer fishing trawler] group of ships by 630 ship-days and, for the RTM [small fishing trawler] group, by 834 ship-days.

The first years of operation of the fleet's technical servicing center indicated that, in order to solve all questions connected with the production activity, long-range schedules for operation, repair and technical servicing were necessary for each ship separately for the entire period of its service.

For this purpose, and at the initiative of the Dal'ryb VRPO [All-Union Fisheries Production Association] and the Nakhodka Marine-Fishing Industry Operations Base of the Vladivostok section of Giprorybflot [State Planning and Design Institute for the Fishing-Industry Fleet], a schedule for a long-term operating regime for the operation, repair and technical servicing of 394- and 394A-design ships of the BMRT type was worked out. A long-term regime for "Atlantik"-type RTM's, "Al'pinist"-type ST-503's, and "Mayak"-type 502-design ships is now being developed.

The Nakhodka Marine Fishing-Industry Operating Base undertook in 1977 to introduce a long-term regime for BMRT-type ships. It is intended to transfer all BMRT-type ships to this regime by the end of the Tenth Five-Year Plan.

For BMRT-type ships, the long-term regime is calculated for 22 years, from the time the ship is built, and it is divided into five operation-and-repair cycles that differ in structure and duration.\*

The existence of schedules for long-term operating regimes has enabled the Nakhodka Marine Fishing-Industry Operations Base to assign the whole fleet by cycles and, thus, to have a clear perspective of the operation of ships of this type. The Vladivostok section of Giprorybflot developed

\*Suvorov, A. G. and Ardal'yanov, V. A. "A Long-Term SNTO Regime," RYBNOYE KHOZYAYSTVO [The Fishing Industry], 1977, No 4, page 37.

technical documentation for BMRT-type ships, which, in addition to the schedule, includes a listing of operations for the technical servicing of ships. Such a listing of operations was compiled to take account of small and large shipyard repairs. Moreover, the shipowner receives a record of the equipment replaced and of the spare parts and materials necessary for carrying out the shipyard repairs.

The long-term regime for the operation and repair of ships enables plan tasks for fish-catching to be established correctly and differentially, that is, to make more effective use of all the base's ships, taking their age, the schedule for technical servicing and repair, and so on into account.

The system of integrated technical servicing between voyages that was developed is also being used successfully by the Korsakovskiy Oceanic Fishing-Industry Base, the Nevel' Trawler Fleet Base, the Trawler Fleet Base of Preobrazheniye Bay. In 1978 a technical-servicing center went into operation at TURNIF, and documentation for other fishing-industry fleet bases of the Far East is being worked out.

All the work carried out by the Nakhodka Technical-Servicing Center is being done without the participation of the main crews. This system of integrated technical servicing between cruises, while solving production problems, simultaneously helps to solve an important sociological task--the timely allocation of leisure time to the ships' crews.

From 1973 to 1975 the Laboratory of Concrete Sociological Research of the Far Eastern State University conducted shipboard research, which, along with other tasks, called for a study of the social effectiveness of introduction of the integrated system for technical servicing of ships between voyages.

Although the new integrated system had just been introduced during the period that the research was conducted, a large number of facts have already demonstrated its great social effectiveness.

For purposes of checking and comparing data obtained in 1973-1975 and the conclusions drawn from it, in March 1978 a selective controlled inquiry of the seagoing personnel of the ships was conducted while they were ashore. Almost 1,800 persons in all were questioned in the two studies. The long stay of people aboard ship at sea is classified as activity under extreme conditions. The remoteness from shore, the limitation of living space because of ship size, the constant presence of an environment of motion, the effect of meteorological factors, the relative monotony of the seascape, the separation from relatives, and so on are contributory. The effect of these factors on man's organism is determined in the final analysis by their duration, which depends upon the duration of the voyage. An important positive practical measure of the new system for servicing ships is the reduction in the time the crews stay at the fishing grounds to an optimal period. The ships are at sea, as a rule, no more than 6 months.

Still another very important consequence of establishing the system for integrated technical servicing of ships between voyages is the possibility of granting leave to the whole crew that returns from a voyage. This has radically improved leisure time for the fishermen when on shore. The burden of concern about preparing the ship for the next voyage is taken from them, and they are enabled to enjoy leisure activities ashore at their discretion.

During the survey 100 percent of the crew members interrogated expressed themselves positively with regard to the leisure granted them between cruises. The same result was obtained when members of their families, relatives and close friends were queried. It is indicative that, since the introduction of this system, personnel turnover on ships of the Nakhodka Marine Fishing-Industry Operations Base has been reduced by an average of 25-26 percent.

The base's management is constantly concerned about creating conditions for the fishermen's recreation. A resthouse for fishermen between voyages, with excellent amenities and well-arranged services, has been operating for several years. In summer a water-sports station is in operation, and the city's DSO [Voluntary Sports Society] Spartak sports complex is rented for the fishermen. A sports hall has been turned over for operation, a sports complex at the resthouse for fishermen ashore is being established, and a library with 120,000 books is in operation at the base. Many crew members enjoy recreation each year on trade-union trips to resorts, sanatoria, resthouses and tourist centers.

Servicing of the ships by the substitute crews has enabled arrears in leaves of absence and time off granted the fishermen to be reduced by 35 percent and personnel turnover for the base as a whole to be reduced by 8.2 percent. For example, permanent command personnel has been operating on the whole for 7 years on the RTM "Belovo." This has enabled the crew to carry out the production tasks successfully each year and to maintain the ship in good operating condition.

The reduction in turnover and the associated rise in stability of the ships' operating collectives can be viewed as a most important overall social result of the new integrated system for servicing ships.

Thus, the introduction of the system of integrated technical servicing of ships between cruises has made it possible:

To release badly needed production capacity at the ship-repair yards. Thus, in 1972, prior to establishment of the technical-servicing center, 86 percent of the ships officially assigned to the Nakhodka Marine Fishing-Industry Operations Base underwent shipyard repair at the Primorskiy Ship-Repair Yard while in 1976 only 42 percent did so.

To reduce the mooring period of ships in port from 39 days per ship in 1972 to 24 days in 1978 and to raise the average daily utilization of the base's ship-repair capacity (from 421 shift-hours in 1972 to 500 shift-hours in 1978);

To simplify the structure and reduce the staff of the base's administration; and

To solve the problem of improving the leisure regime of seagoing personnel by the timely and regular granting of vacations and time off. This has helped to reduce personnel turnover, enabled the retention of seagoing personnel for specific ships, and raised the level of the fleet's technical servicing.

In May 1977 an interbasin seminar was held in Nakhodka that was dedicated to questions of the technical servicing of ships between cruises. The seminar's participants adopted a decision to recommend that all fishing-industry fleet organizations introduce this system as a basic direction in further improving organization of the technical operation of the fishing-industry fleet.

The new form of technical servicing of ships will enable the time spent by ships in operation to be increased, while the ships maintain the proper operating status, and it is a considerable reserve for raising the utilization effectiveness of the fishing-industry fleet.

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